



Torres Health Indigenous Corporation

August 2021



This story was submitted to the National Best Practice Unit for Tackling Indigenous Smoking (NBPUI TIS) by Joanna Dorante from Torres Health Indigenous Corporation. Many thanks to the Torres Health Nor Mor Smok TIS team for sharing their story.

What area do you service?

I am based on Thursday Island. We work on Thursday Island and Inner Islands Hammond, Horn and Prince Of Wales, the Torres Strait region including Outer Islands of Badu, Moa, Mabuiag and Saibai (which we still have to visit) and have had requests from Torres Strait Island Regional Council (TSIRC) Healthy Lifestyle Officers to visit other islands for TIS promotion on Warraber (Sue Island) and Erub (Darnley Island).

Tell us about your successful activity.

In June, Nor Mor Smok staff promoted a TIS stall on Erub and worked with the Torres Strait Island Regional Council staff (Ms Ella Kris, Ms Maryanne Barsa, Stella Boyd) as well as the local pharmacy, who have helped Torres Health with gift packs for mums and bubs as well as NRT product samples.



Who was the activity designed to reach?

We wanted to reach the whole community. Our stall was set up in a central location of the island where there was other major activities happening the next day for July 1's Coming Of The Light celebrations. The stall included resources such as posters, flyers, surveys, brochures and incentive bags containing TIS Merchandise. Our main attraction was Malu, our mascot! Malu's name comes from the local word for 'ocean' and was named in a Nor Mor Smok competition in May. Local student Zack Mosby's winning entry suggested "turtles live in our ocean (Malu) and they need clean lungs to be able to swim for a long time and hold their breath underwater". Malu has been receiving lots of hugs, fist-bumps and high fives on his visits to the islands.



Can you sum up what you have achieved through this activity?

Our trip to Erub allowed Torres Health to engage with different priority groups (young people, pregnant women and Elders) and provide them with TIS information. Next time we would like to spend a whole day/night on the island, as we could have captured more local community members who were working at the time of our event. We'd also like to try running separate group sessions with youth, pregnant women and Elders. We will be encouraging any community members to become TIS ambassadors (tobacco champions) - not just for their own island home, but to share their story and send the Nor Mor Smok message out to the whole of the Torres Strait Region to be smoke free!